

Response to Texas Department of Transportation Request for Offer
Solicitation No. Q442004042318000

**Wireless Internet Service and Equipment
for Safety Rest Areas throughout Texas**

Submitted by: **COACH CONNECT, INC.**

June 25, 2004

Table of Contents

Request for Offer Forms	
Table of Contents	Page 1
Section 1 - Company Profile Summary and History	Page 2
Section 2 - Client References	Page 3
Section 3 - Completed Project Description	Page 4
Section 4 - Recent Projects	Page 5
Section 5 - Project Concept (Scenarios)	Page 8
Section 6 - Subcontracting Forms	Page 20
Section 7 - Revenue Sharing	Page 24
Section 8 - The TxDOT Regional Map	Page 25

Section 1 – Company Profile (Para 17.)

Coach Connect, Inc.
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This offer is submitted by Coach Connect President and CEO, Jamison Stewart, who can be contacted at 512-472-6224 or via email at jstewart@coachconnect.net.

Coach Connect, a Texas Corporation founded in January 2003, is a traveler services and Internet connectivity company. It is the leading company that provides professional-grade high-speed wireless Internet access to the recreational vehicle (RV) industry. The focus of its business include equipping RV parks with wireless Internet solutions and offering wireless Internet subscriptions to RV owners using those parks. At present, it is the service provider of choice for 55 RV parks in 18 states throughout the US from Florida to Oregon. It provides wireless Internet access to 20,000 RV pads and has 4,000 subscribers who own RVs.

Coach Connect has the expertise needed to successfully implement and maintain the quality of wireless Internet services solicited by the Texas Department of Transportation (TxDOT) described in Solicitation No. Q442004042318000. The company has deployed systems for a wide variety of structures, locales, and climates that are more extreme than those required for this RFO. Its experience in providing complete wireless Internet solutions throughout the US has helped it identify the most effective and durable equipment for dependable service. In addition, Coach Connect utilizes a proprietary (Coach Connect BAS Command Center) control system to monitor its Wi-Fi deployments. It has also developed standardized maintenance routines to ensure that all the systems operate reliably. Because users of these systems have different capabilities in using computers and the Internet, the graphic users interface (GUI) and system architecture are designed to be simple and user friendly. In addition, Coach Connect is providing, and expanding, a suite of services that no other Wi-Fi company provides. Quality, innovation and dependable services are how Coach Connect grows its customer base. It will continually refine and add-value to its product offering while maintaining reliability and customer satisfaction.

Coach Connect's goal in this project is to help the TxDOT transform a "wireless Internet deployment project" (preliminarily branded *Road Connect*) into an endeavor that may completely change the way travelers access information, services (emergency included) and other "value-added" transportation related resources. Coach Connect understands that the primary goal of the Safety Rest Area Program is on reducing fatigue-related traffic accidents by encouraging drivers to stop more often at its rest areas. Providing access to information and services that address travelers' needs and that are convenient and interesting will entice travelers to take a break from driving. Therefore, in order to better respond to this RFO, Coach Connect has been working with the TexBox Tourism & Community Network Project at Texas A&M University (TAMU) to develop a seamless interface to the traveler information system provided through TexBox. The result of this collaboration will be the development of Internet-based travel information and community "portals" facilitated by the wireless Internet. Coach Connect has also integrated into this response other innovative ideas such as low-power radio stations for travelers to get access to the TxDOT authorized content and local music as they drive past the TxDOT Safety Rest Areas and Travel Information Centers (hereafter TxDOT facilities), or to enhance the interpretive information content through community collaboration.

Addressing the needs of the nearby communities' for marketing their businesses and tourism attractions will be another major focus of our collaboration with the Texas A&M University System (TAMU—primarily Texas Cooperative Extension) if we are the chosen contractor. We believe this collaboration will place Coach Connect in a unique position to ensure that the TxDOT's wireless Internet initiative has the most profound impact on the communities where the TxDOT facilities are located. In addition, by working with TAMU, Coach Connect will assist the TxDOT in achieving its goal of "promoting a higher quality of life through partnerships with the citizens of Texas and all branches of government by being receptive, responsible and cooperative".

As you will see in this proposal, our vision, expertise, and commitment to quality will demonstrate that Coach Connect can reliably provide the necessary wireless services while also transcending the role of an ordinary Wi-Fi service provider and help the TxDOT fulfill its vision "To be a progressive state transportation agency recognized and respected by the citizens of Texas."

SCHEDULE 1 - CLIENT REFERENCES

RESPONDENT: Coach Connect Corp. _____

PLEASE LIST ONLY REFERENCES FOR WHICH YOU HAVE COMPLETED PROJECTS WITHIN THE PAST 36 MONTHS. ANY NEGATIVE RESPONSES FROM ABOVE REFERENCES MAY DISQUALIFY YOUR OFFER FROM FURTHER CONSIDERATION.

Organization Name: <u>Palm Creek Golf and RV Resort</u>		
Street Address: <u>1110 North Henness Road</u>		
City: <u>Casa Grande</u>	State: <u>Arizona</u>	Zip Code: <u>85222</u>
Name of Person to Contact: <u>Mike Ravenhill</u>		
Telephone Number: <u>(800) 421-7004</u>		FAX Phone No: <u>(520) 876-8962</u>

Organization Name: <u>Holiday Travel Park</u>		
Street Address: <u>3890 South Nellis Blvd.</u>		
City: <u>Las Vegas</u>	State: <u>Nevada</u>	Zip Code: <u>89121</u>
Name of Person to Contact: <u>Nyree Smith</u>		
Telephone Number: <u>(702) 451-8005-</u>		FAX Phone No: <u>(702) 451-5806</u>

Organization Name: <u>Paradise Island RV Resort</u>		
Street Address: <u>2121 Northwest 29th Court</u>		
City: <u>Ft. Lauderdale</u>	State: <u>Florida</u>	Zip Code: <u>33311</u>
Name of Person to Contact: <u>Ray Smith</u>		
Telephone Number: <u>(954) 485-1150</u>		FAX Phone No: <u>(954) 485-5701</u>

RESPONDENT SHALL RETURN SCHEDULE 1 WITH THEIR OFFER SUBMISSION. FAILURE TO RETURN SHALL RESULT IN THE DISQUALIFICATION OF OFFER AND SHALL NO LONGER BE CONSIDERED.

Section 3 – Completed Project Description (Para. 17.3)

As a sample of one of the wireless deployments that is similar to the TxDOT initiative, we offer Paradise Island RV Resort. This project entailed full wireless coverage to an RV resort so patrons can avail themselves to wireless Internet services. The size of this park is 12 acres and serves 232 RV sites. The project was engineered to easily expand Wi-Fi coverage if the park plans to add additional sites in the future. The project has been installed and running reliably since August 15, 2003. Contact information for this property follows:

Paradise Island RV Resort
2121 Northwest 29th Court
Ft. Lauderdale, FL 33311
Ray Smith (954) 485-1150



Coach Connect coordinated and performed the following tasks:

- Initial site survey and planning
 - Study site plans, aerial photography, interview management, determine building types and devise antenna deployment schemes.
 - Performed on-site inspection to ensure that wireless design would be viable in consideration of external factors.
- Coordination with broadband service provider
 - As part of a turn-key deliverable, Coach Connect solicited bids from and selected the Internet Service Provider that offered the most reliable service at the best cost to the customer.
 - Coach Connect has worked closely with this provider since the initial installation in the course of conducting normal service routines.
- Provision and installation of all necessary hardware
 - Hardware was specifically selected for this installation based on weather conditions, trees and other factors, and the platform was selected based on the known future need to further expand the system easily and cost effectively.
 - Installation techniques were used in careful consideration of other equipment, and all local codes were adhered to.
 - Fully tested and documented the final installation.
- On-site and remote hardware maintenance
 - Support for this installation has been largely conducted remotely, however, Coach Connect has secured local maintenance personnel that can be dispatched whenever necessary.
- Set up of free employee access accounts
- Assist property manager with informational brochures to instruct clients on subscribing to wireless services.
 - Provide 24/7 toll-free support to subscribers having difficulties gaining Internet access. As with all Coach Connect installations, the system does not require any effort of the RV park management to support the on-going operation, including end-user support.

This project at Paradise Island RV Resort cost approximately \$15,000.

Section 4 – Description of Recent Projects (Para. 17.4)

Recently Completed Projects

Palm Creek Golf and RV Resort – Casa Grande, AZ
Completed March 1, 2004
Mike Ravenhill – Manager
Phone Number: 800-421-7004

Pacific Shores Motor Coach Resort – Newport, OR
Completion scheduled for June 27, 2004
Mike Parks – Manager
Phone Number: 800-333-1583

Las Vegas Motor Coach Resort – Las Vegas, NV
Completed September 15, 2003
Carl Townsend – Manager
Phone Number: 702-897-9300

Paradise Island RV Resort – Ft. Lauderdale, FL
Completed August 1, 2003
Ray Smith – Manager
Phone Number: 954-485-1150

Holiday Travel Park – Las Vegas, NV
Completed March 15, 2004
Nyree Smith – Owner/Manager
Phone Number: 702-451-8005

Santa Fe Skies – Santa Fe, NM
Completed December 1, 2004
John Brown – Manager
Phone Number: 877-565-0451

Terrible's Lakeside Casino RV Park – Pahrump, NV
Completed October 1, 2003
Roy Ingram – Manager
Phone Number: 775-751-7770

Past Project Schedule

The following is the schedule used for the design and installation of the wireless Internet solution for Las Vegas Motor Coach Resort located in Las Vegas, NV. The project was completed to the client's satisfaction.

Table 1. Example project schedule for wireless installation at Las Vegas Motor Coach Resort, Las Vegas, NV

Task	Begin Date	End Date
Initiate bid process	6/16/2003	6/18/2003
Conduct site survey using site layouts and photographs	6/24/2003	6/24/2003
Identify broadband provider	6/24/2003	6/24/2003
Design robust yet cost efficient solution	6/25/2003	6/30/2003
Deliver quote	7/11/2003	7/11/2003
Sign Agreement	7/14/2003	7/14/2003
Purchase and receive designated equipment	7/16/2003	7/30/2003
Order broadband service	8/06/2003	8/06/2003
Confirm successful installation of broadband service – acquire IP addresses	8/20/2003	8/20/2003
Pre configure/Test equipment	8/22/2003	8/27/2003
Ship equipment to site	9/02/2003	9/02/2003
Install equipment on-site	9/12/2003	9/14/2003
Test installed wireless system	9/14/2003	9/15/2003
Activate site in Coach Connect support systems	9/15/2003	9/15/2003
Customer Orientation and Signoff	9/15/2003	9/15/2003

Past Project Schedule—Snapshot of Project Performance Monitoring (PPM) tool

The following is a snapshot of a Project Performance Monitoring (PPM) tool. This example shows the implementation of a Wi-Fi system installed in 2003 at Las Vegas Motor Coach Resort. The scheduling tool allows us to track the ongoing status of a project, and provides quick access to relevant contact information and critical risk management items.

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Project: **Coach Connect :: Las Vegas Motor Coach Resort**

Project Start Date 6/15/2003
 Report Date 9/2/2003
 Project Week 10
 Estimated Project Hours 250

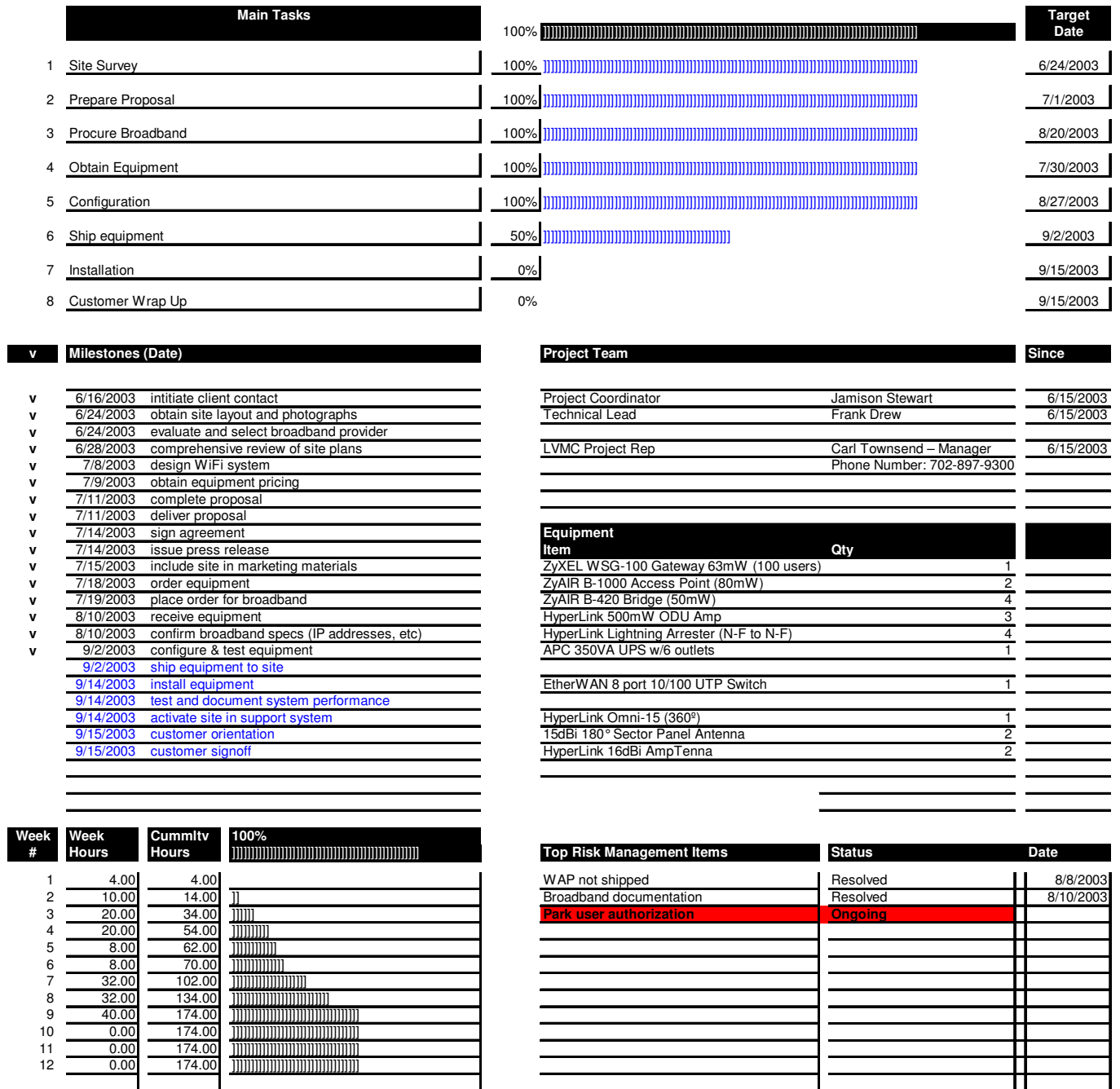


Figure 1: A snapshot of the Project Performance Monitoring (PPM) tool used for monitoring the project schedule detailed above.

Section 5 – Project Concept (Scenarios) (Para. 17.5)

Kennedy County

This facility has readily accessible DSL circuits. To provide broad band access to support 4 dedicated IPs a phone line can be installed with an outlet in the area where the wireless communications equipment will be stored. A modem, gateway, wireless access point, and UPS would be placed in this storage area. One or two omnidirectional antennas such as the one pictured in Figure 3 below, would be mounted on the facility to provide coverage for the site. The exact placement of the antennas will depend upon the design and structure of the building as well as potential interference from the trees located on the Kennedy County site.

Donley/Gray and Sutton County

Our initial research for these sites suggests that existing DSL coverage is not readily available. For these sites, we anticipate obtaining a T1 connection (through Southwestern Bell Company) or installing a satellite Internet system. A T1 line would be preferable and provide better performance. A satellite system would require the installation of a dish which, for the Gray County site, would provide a greater challenge. However, preliminary site assessments suggest that a dish could be mounted within the fenced power transformer area or on the tower for the wind turbine demonstration project with a wireless point-to-point connection to provide service to the interior of the facility. For other sites requiring satellite supported Internet access a dish, similar to a DirecTV, will be mounted on the roof of the facility in a location with unobstructed Southern exposure. Coach Connect has experience deploying and is supporting wireless Internet at sites that are being supported using every method (DSL, T1, Satellite, cable modem) for broadband Internet access.

The site in Gray County could potentially share a broadband connection with its counterpart in Donley County via a point-to-point connection using the demonstration wind turbine tower at the Gray County site. This method would reduce the cost and overhead associated with servicing both sites with broadband through separate connections or satellites.

An outlet for the broadband connection (T1 or satellite) would be placed in the designated equipment storage area along with the gateway, wireless access point, and other required communication equipment.

For providing wireless service to the rest area, an externally mounted Wi-Fi antenna would be required. This would entail mounting 1 or more antennas to the roof or parapets of the rest area facilities (antennas are relatively small—see Figure 2). To provide coverage to an area as large as the Donley County parking lot and facility, 2-4 omnidirectional antennas would be mounted on light poles in the parking area to provide complete facility and grounds coverage.



Figure 2: Wi-Fi equipment being shipped to Pacific Shores RV park in Salem, Oregon.



Figure 3: Omnidirectional antenna used for providing Wi-Fi service over large areas.

Universal Site Approach

As mentioned previously for the concept scenario sites, a common package of best performing wireless equipment will be utilized at all sites. Variation in deployments will be based on the unique site and facility requirements. Standardizing installation, maintenance, and replacement of on-site equipment will help to simplify upkeep and stocking of equipment replacements. Coach Connect has developed extensive knowledge and experience with different wireless equipment and strives to utilize a common platform across all installations. This eliminates problems associated with supporting non-standardized equipment and installation procedures.

Placement and installation of the visible elements of the Wi-Fi solutions will be carefully planned as follows:

- Coach Connect will begin its planning process by visiting each site with diagnostic tools and equipment. Ambient radio signals and other sources of radio frequencies will be monitored and documented to ensure that signal noise and radio interference will not be an issue for each site.
- The equipment slated to be permanently installed will be staged temporarily so that frequency channel programming can be tested and documented. This step is especially important if a spectrum analysis of a site shows the presence of other, potentially interfering frequencies.
- Careful planning as to equipment selection and location will be made by taking in existing architectural considerations. Generally, it is preferred to locate wireless electronics as close to the antennas as possible to lessen signal loss, however, cable lengths may be extended if the end result is to provide a more vernacular blending into the existing structures. After the completion of each site survey, Coach Connect will provide the TxDOT with a detailed plan showing precise equipment installation, and a simulation of the finished installation for review. This will be done by presenting both a detailed site plan showing all equipment locations and cable pathways, as well as digital photography of the existing structures with a superimposed simulation of installed equipment. Coach Connect will modify its plans until the Project Manager is completely satisfied.

The following are standards that are employed for each installation:

Antennas and supporting electronics

- All antennas are mounted in an aesthetically pleasing manner to avoid being a distraction to the existing structure design.

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- Antenna mounts and equipment will all be wind rated to exceed the weather requirements of each site.
- Antenna supports will, whenever possible, be NOT directly mounted to a roof in any manner which entails penetration of the roof structure.
- To the extent possible, antennas will be installed to blend into and compliment the existing architectural features.

Cabling from antennas to equipment

- Cabling that connects antennas to wireless equipment will be carefully and aesthetically routed.
- Protection from ultra violet exposure will be installed for the long-term integrity of the system.
- Cables will be routed through existing conduit whenever possible. When not possible, cable entries will be constructed in a manner compatible with local building requirements and in a manner that does not entail roof penetrations. All cable entry points will be sealed per local codes.
- Cabling inside the equipment closet will be labeled and professionally dressed to both be pleasing to the eye, but also to facilitate on-going maintenance and support efforts.

Internal equipment installation

- Generally, Coach Connect mounts its equipment onto a wood board that is attached to an existing wall in the equipment room or phone closet.
- If there is currently a wooden structure housing telephone or other equipment, Coach Connect may elect to use space on the existing board, or add a board on or near that board.
- Equipment shall be mounted in a professional manner, and in such a way as to not interfere with other adjacent equipment.
- Generally, it is preferred to mount wireless equipment close to the ceiling to ensure that it is not inadvertently bumped or disrupted by other service personnel.
- Any and all equipment mounted outdoors shall be contained in a weather proof enclosure, with careful consideration given to sealing cable entry points to avoid the build up of humidity.

Coach Connect will fully and professionally document each aspect of a finished installation and provide copies to the Project Manager as a courtesy. This documentation will be inclusive of as-built site plans, digital photographs, and programming details for each device.

Equipment will be hidden or camouflaged to ensure that visual impacts are minimized. Existing conduits and entry points into the buildings will be used to reduce construction or alteration of structures for installation of Wi-Fi equipment. We will also work with other contractors who are providing other services to the TxDOT facilities such as security systems (Tech Systems) and interactive interpretive displays (Toxey McMillan, Imagecraft Exhibits) to identify ways to leverage the wireless solution to enhance their services for the overall benefit for the TxDOT and the citizens of Texas.

Internet Access Kiosk

Internet access Kiosks will be installed in the lobby of the TxDOT facilities in a well-lit, secure location. They will be secured to the floor to prevent theft. The kiosks that are being considered will be heavy-duty with durable components, designed specifically for use in areas without supervision. Other components such as a security camera will be included so discourage vandalism. An example of a kiosk is shown to the right in Figure 4.

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The kiosk will be attractive with a modular design. It will include the following components:

- 1) Kiosk Enclosure
- 2) Color monitor (optional touch screen)
- 3) Computer CPU with CD drive (up-to-date processor and RAM/ROM memory)
- 4) Durable keyboard
- 5) Durable trackball mouse (optional outdoor)
- 6) Camera
- 7) Speakers/sound system
- 8) Internet ready with wireless capability (optional wireless Internet "airport")
- 9) Promotional space
- 10) Credit card reader
- 11) Receipt printer

Figure 4: Wincor Nixdorf--Orbiter



Maintenance and Support of Installations

Product reliability is a key criteria when selecting wireless electronics, and Coach Connect has devised its product offerings based on both performance and field-tested reliability. Coach Connect will maintain spares of all essential products to facilitate future service calls. In addition, Coach Connect will be monitoring the health of each installation 24 hours a day through its Control Center, with pager alerts automatically generated whenever a problem is detected. Service personnel will be notified of any failure and have the ability to access the equipment remotely. If the equipment is completely down and not remotely accessible, Coach Connect has also incorporated into its design a technique that will allow service personnel to remotely re-initialize the system immediately so that remote access to the equipment can be tried again. (This is especially important since there will not be anyone "on-site" to read status lights or re-initialize equipment.) Any issues that cannot be resolved immediately through remote access will entail a service technician to be dispatched to the site. The use of IP-addressable video cameras may also be used if deemed necessary for service personnel. Coach Connect will be the single point of contact for all service calls, and will take responsibility to interface with Internet Service Providers and other entities to ensure robust system performance. If desired, the company can provide the Project Manager with monthly reports summarizing any service calls.

Proactive maintenance and monitoring

At to-be-determined intervals, Coach Connect service technicians will visit each site to visually inspect the equipment and test performance. This effort will serve to ensure that external factors, such as weather, vandalism, etc.) is not adversely altering system performance.

Equipment Monitoring, Maintenance and Technical Support

Equipment will be monitored using Coach Connect's Command Center technology that provides real-time performance information on all of the wireless sites in the Coach Connect network. Through the use of this technology problems can be identified proactively by Coach Connect and addressed without the need for a user report. The system utilizes an instantaneous "alarm" system that notifies the Coach Connect System Support team 24/7. The alarm initiates a electronic page through Coach Connect's system support. The alarm will continue until a technician has taken action to address the problem. The Coach Connect Command Center will ensure that wireless Internet access will be provided without interruption, barring events that are beyond Coach Connect's control (e.g. ISP problems, inclement weather, etc.). Coach Connect

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provides technical assistance 24/7 to its customers and the hotline number printed on instructional leaflets.

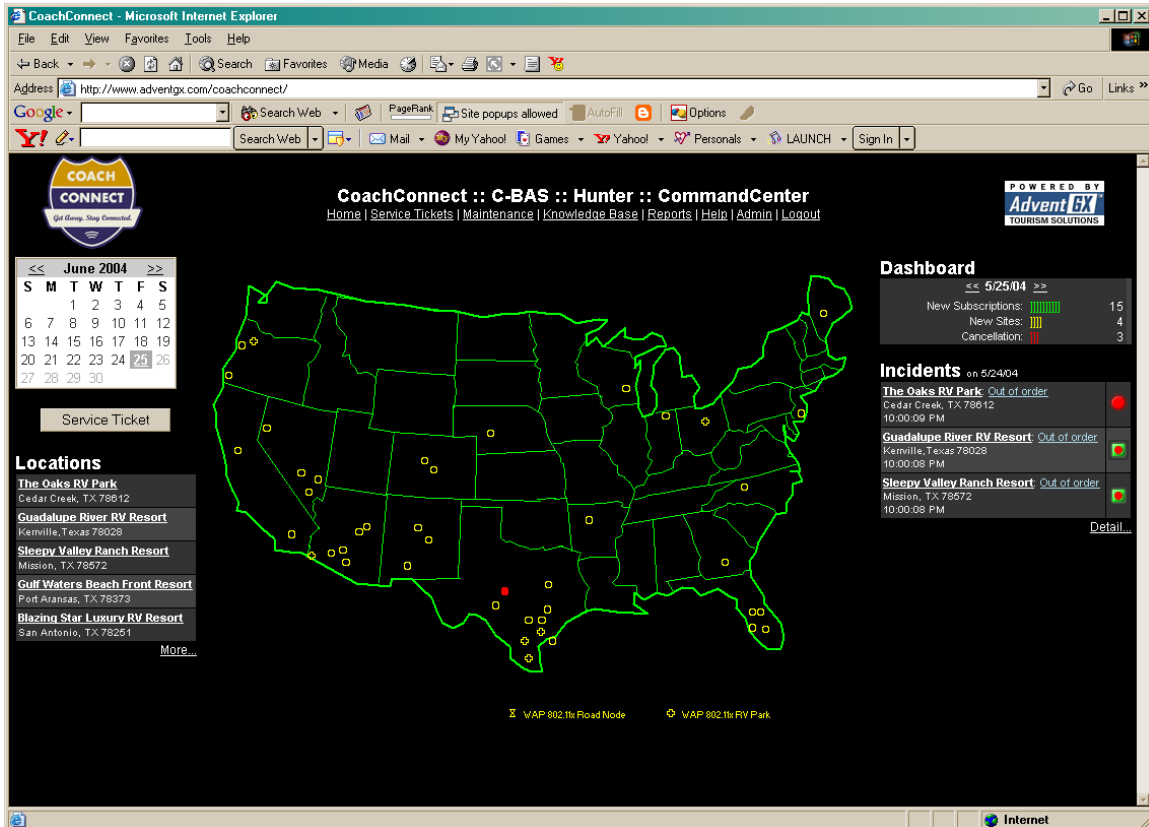


Figure 5: The Coach Connect Command Center allows for real-time monitoring of the equipment at RV parks. This allows for proactive issue resolution for maximized up-time for the end user.

Our experience has proven that most problems can be resolved through remote diagnostics using the Coach Connect Command Center. However, in instances where on-site support is required, the Command Center can dispatch technicians using the automatic paging function. Coach Connect has a network of professional technicians who utilize our company's standardized procedures to provide prompt quality service. Since Coach Connect has locations in 18 states we already have representatives located strategically throughout the nation. For Texas, our headquarters are in Austin, Texas and our Command Center will soon be located at the Research Park at Texas A&M University. These two locations will be the home to most of our company's staff. Additionally, customer support will be available to subscribers of Coach Connect's services.

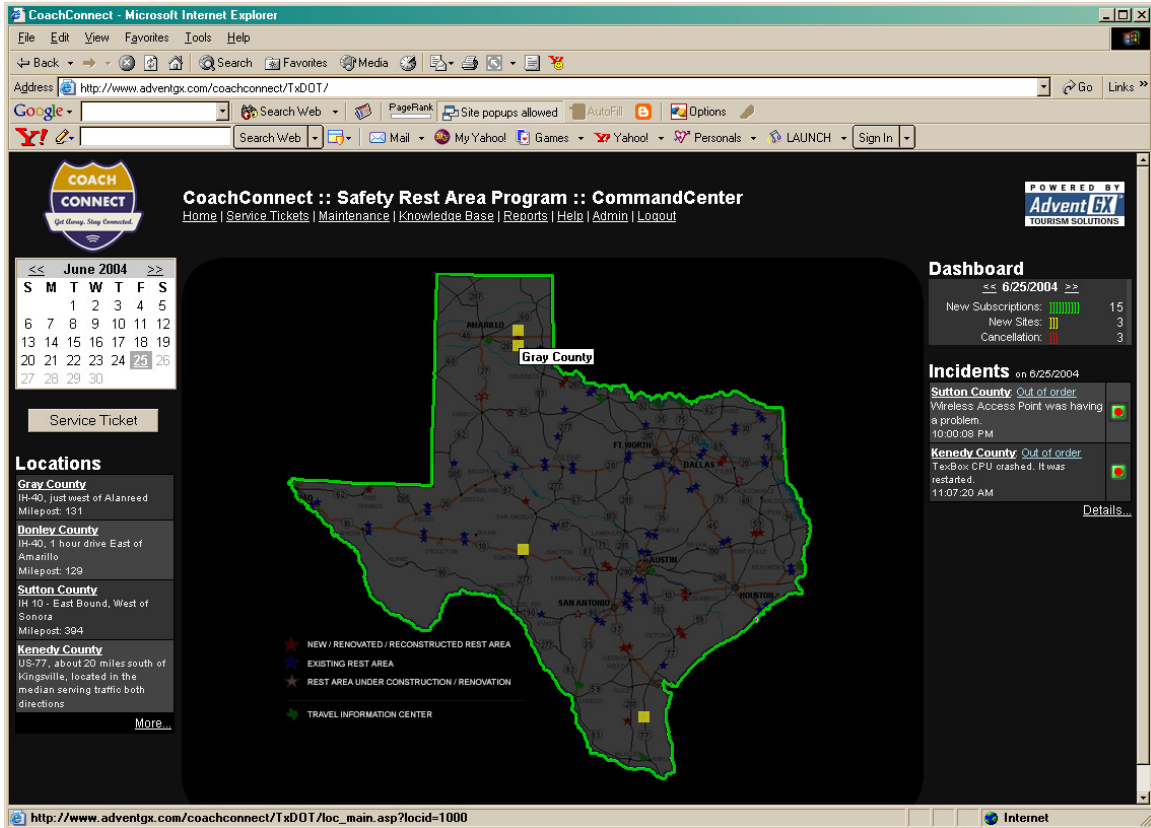


Figure 6. Screenshot of mock-up of Coach Connect Command Center for the TxDOT wireless Internet project—Road Connect. Provides quick access to details of all sites, dashboard to monitor key performance indicators and reporting of “incidents” where corrective actions were required.

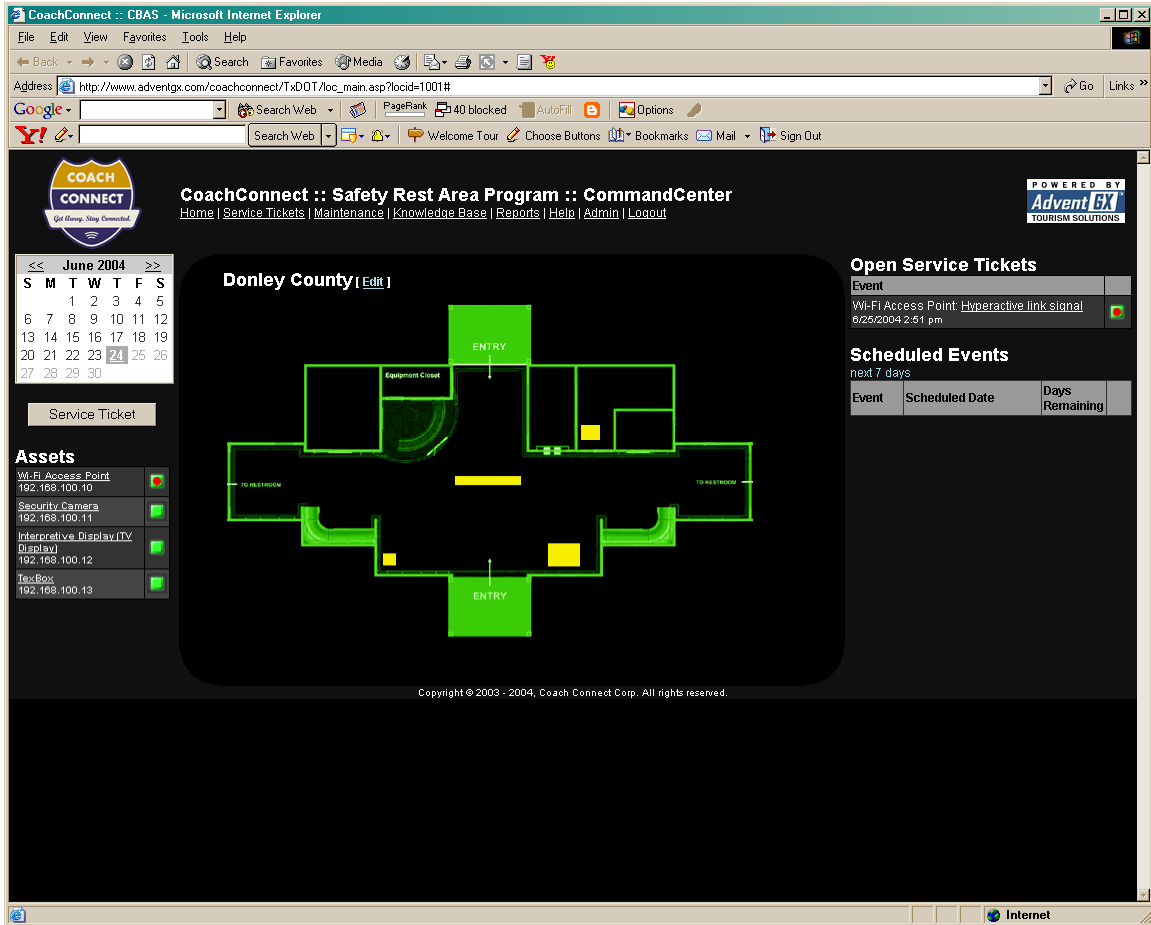


Figure 7. Screenshot of mock-up Coach Connect Command Center detailed site monitoring page. This GUI provides live monitoring of all systems linked to the Internet (wireless access, kiosks, cameras and interpretive displays).

Innovative Ideas

Coach Connect understands that the mission for the TxDOT Safety Rest Areas and Travel Information Centers are to welcome visitors to the state in the most friendly and hospitable way while promoting safe travel. If Coach Connect is selected as the wireless Internet provider to the TxDOT facilities it will be incumbent upon us to be a partner and advocate for the TxDOT's mission.

Already the new Safety Rest Area Program has benefited the rural areas where the TxDOT facilities are located. The architecture of these facilities blends into the local vernacular, thus highlighting the heritage of these places. In addition the attractions, events and recreational opportunities are also being promoted with the innovative interpretive displays (traditional and next-generation hi-tech) that have been installed. Furthermore, the foresight of the TxDOT officials has created a whole new opportunity to assist rural communities to promote themselves through the TexBox Tourism & Community Network Project. Coach Connect as a travel/transportation services company would like to transcend the role of just being a wireless Internet provider and contribute to the TxDOT's mission. Some initial ideas for "innovative" opportunities include:

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- TxDOT Radio
- One-stop Internet Access
- Provision of additional value-added services to travelers
- Promotions and Public Relation campaigns
- National wireless Internet campaign branded—“Road Connect”
- Building public and private partnerships
- Fostering community buy-in

TxDOT Radio Stations

Our first innovative concept is to deploy low-power radio transmitters in each of the TxDOT facilities where install wireless systems. Coach Connect could easily support this service to broadcast travel and safety information within a 2 mile radius of the safety rest area. A looped-radio program might notify travelers of the availability of Wi-Fi access at the upcoming rest area, and provide safety and travel information with music that features local artists. This broadcast would be a novel way to stimulate interest and awareness of the new services and to promote rural destinations across Texas. This simple to deploy strategy might also entice travelers who do not stop at the rest area to stop at the next one.

One-stop, Internet Shopping—the Coach Connect approach

There are innumerable Internet service providers (ISP) in the marketplace. This is a significant challenge when considering the deployment of universal Internet access across the state. However, by using a single company as the manager of these ISP providers, the TxDOT can provide a standardized service that will eliminate potential customer confusion and frustration because of inconsistent access portals, procedures and quality of service. This will also eliminate the TxDOT’s need to manage multiple relationships.

Additionally, by utilizing a common Wi-Fi provider across all of the TxDOT facilities, monthly subscriptions will become an attractive option to customers who travel extensively within the state (e.g. truck drivers). In fact, from our experience with our current RV subscribers we anticipate that the monthly subscriptions (as opposed to short-term subscriptions) will encourage travelers to stop more often. Our financial projections and cash-flow analysis show that supporting longer term subscriptions will be the most advantageous for sustaining this initiative (see Financial Viability and Revenue Sharing sections below). Longer-term subscriptions require fewer users to support the project while also reducing management expenses associated with the program. Nonetheless, our model and promotional strategy will actively promote and support all subscription levels. Coach Connect is well positioned to be the sole-source provider of this service across the state.

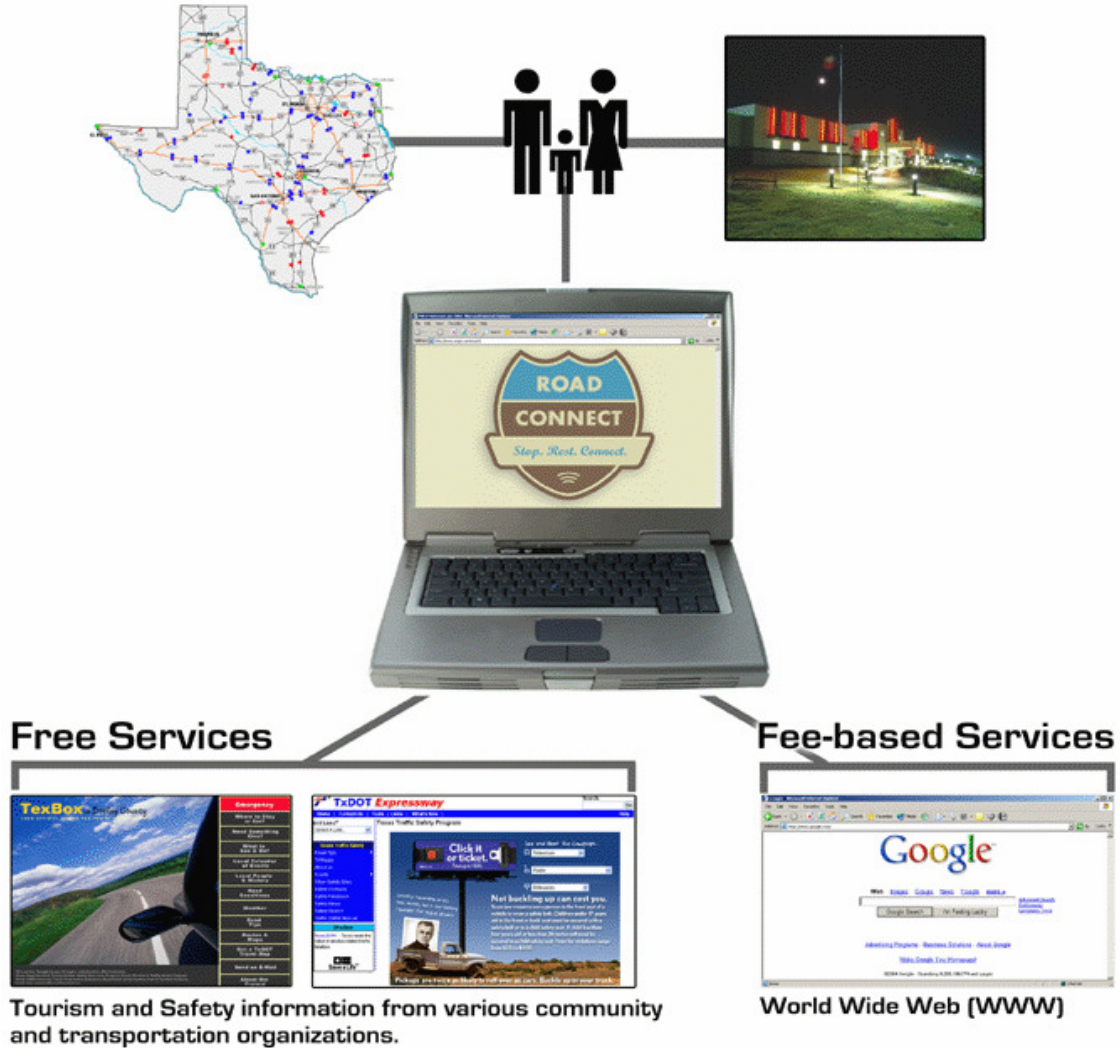


Figure 7: A conceptual flow diagram showing travelers options while accessing the TxDOT wireless Internet network, supported by Coach Connect.

Value-added Traveler Services

Coach Connect understands that the TxDOT safety rest areas and Travel Information Centers encourage travelers to stop and rest which ultimately reduces driving fatigue related accidents. Because of this overarching purpose, Coach Connect envisions multiple ways for the Wi-Fi solution to achieve the goal of safer roadways. First aid and emergency information, road conditions, and other safety tips will be actively promoted. Numerous other opportunities can be explored by collaborating with local communities who provide services to travelers.

Promotion and Public Relation Campaigns

Working in concert with the TexBox project (Texas A&M University), and the efforts stimulated by the TxDOT's Rest Area Replacement Program, Coach Connect will launch a public relations campaign to promote this wireless Internet project nationwide. This project is the first of its kind in the US and it will serve as a model for other states considering this type of offering. It has already generated tremendous amounts of publicity, and will continue to do so after implementation. To sustain the positive publicity about this initiative, Coach Connect will actively promote this service

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utilizing its media contacts and outlets and through its relationships with other businesses, travel associations and other organizations.

Road Connect—a Concept for Wireless Internet Provision across North America

Since Coach Connect already has business presence in several states we have begun a strategy to create a “brand” for Wi-Fi Internet access services that could be provided at nearly any location, but specifically at rest areas or travel information centers throughout the US and Canada. We believe that Texas will lead the way for other states and Canadian provinces to provide similar capabilities. We are aware of at least five other US states (Minnesota, Montana, North Carolina, Oregon, Vermont) and one province in Canada (British Columbia) that are pursuing similar ideas. Our branding concept is entitled “Road Connect”. Below is a mock-up of a Web access portal with our Road Connect logo. This snap-shot shows a conceptual version of the log-in page for Internet access subscribers who have paid to use the Internet outside of the TextBox network (see Figure 7).



Figure 8: A mock-up of the Road Connect fee-based access page—derived from the Family Motor Coach Convention held Mar., 2004 that Coach Connect provided wireless Internet access to 4000 RVs.

Growing Tourism in Texas through Public and Private Partnerships

From our experience in the transportation and travel industry we understand that cooperation and partnerships are very important for the success of a tourism development effort. Therefore, it is imperative for state agencies, travel organizations and the communities where the TxDOT facilities reside to collaborate for the success of this initiative. Although technology is critical to

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this project, it is Coach Connect's mission to make the technology transparent to its users, so that the TxDOT can dedicate its energies for public relations and to create win-win relationships. Coach Connect envisions that the following objectives can be accomplished through a partnership between the public and private sectors:

- increase community assistance to enhance informational content provided to travelers
- reduce problems associated with vandalism and theft to facilities and equipment at TxDOT facilities
- leverage potential support of organizations that might support the project (financial and otherwise)
- better assure that the benefits of this initiative are shared by as many communities, businesses and citizens as possible.

Fostering Community Buy-in

Vandalism to the TxDOT facilities is most often caused by individuals who reside in communities nearby. It is in all this project's partners' best interest to establish ways for community buy-in. Only when the communities located near the TxDOT facilities appreciate the opportunity provided will the full potential of this project be realized.

Expanding the Wireless Internet Project Impact—The Selected Project Site Scenarios

Through our collaboration with Texas Cooperative Extension (TCE-TAMU) we have learned that tourism is one of a few economic diversification strategies available to the rural places in Texas. Currently there are numerous regional and community based tourism development initiatives underway across the state. Below is a brief discussion of the organizations in the three regions that have been chosen for the "Project Concept Scenarios" and their efforts for community based tourism development. There are several other community groups and businesses that Texas Cooperative Extension and the TexBox project members have worked with. They believe that these groups will be ready to assist with this initiative in many ways.

- Donley/Gray Counties—The Panhandle Plains Tourism Council: Since 1998 community leaders, business owners and citizens have been actively developing tourism and outdoor recreational opportunities, and ways to promote them. Several organizations formed in this region have created several nature and historical based tourism festivals, trails, attractions and service businesses. This region has been featured at the national level for its active and innovative initiatives.
- Sutton County—The Southwest Texas Tourism Partnership: The residents of Sutton, Crockett and Schleicher counties have worked with Texas A&M University to establish a regional tourism development program. The citizens of this area have been working to create a regional brand (Southwest Country) and develop more cooperative relationships to grow tourism to help sustain the economy.
- Kenedy County—The South Texas Ecotour Marketing Alliance: Another fledgling, but energetic initiative is underway in the region surrounding Kenedy County. They are in the process of establishing the South Texas Heritage Trail (Llanos Mestenos). This effort has brought together numerous organizations and individuals to promote their area as a nature and heritage tourism destination. Similar to many other places across Texas, the area is the home of some significant attractions (King Ranch, Great Texas Coastal Birding Trail, etc.) that are the foundation of growing tourism in the region.

Financial Viability

Coach Connect anticipates that subscription revenues from wireless Internet access and kiosk users will generate the financial support for this project. Our experience with Internet access subscriptions suggests that the potential income stream will exceed operating costs at most sites. The details of our analysis are provided below. Additionally we expect that companies (national and local) may also be interested in sponsorship opportunities with the TxDOT wireless Internet project. However it is not entirely clear what that income potential will be. Thus, those possibilities are not discussed in this response.

Prices for subscribers for Internet access are anticipated to be as follows. However, pricing will be adjusted according to demand:

Table 2. Schedule of subscription rates for fee-base Internet access

Period of Service	Price
Monthly	29.99
Weekly	7.99
Daily	3.99
20 Minutes	1.99

These subscription levels and pricing terms are consistent with other available wireless Internet access available to travelers based on our analysis of other Internet access providers. These prices have been set at this level because, based on our projections, they will provide a revenue stream that will support the installation and maintenance of a dependable, professional quality, high-speed wireless Internet solution at the safety and rest areas and travel information centers across Texas.

**Section 6 – Subcontracting opportunities and HUB Subcontracting Plan
Forms (N/A) (Para. 17.6)**

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Section 7 – Clarification of Revenue Sharing percentage offered (Para. 17.7)

50% of Internet subscription revenues in excess of the costs of providing the service will be shared with the TxDOT.

Revenues will be derived from fee-based Internet access (see Figure 7) as well as through Internet enabled kiosks. Costs associated with providing the service will include: broadband, hardware, installation, maintenance, user support, financing costs, and management. The TxDOT will then receive 50% of all revenues in excess of these costs.

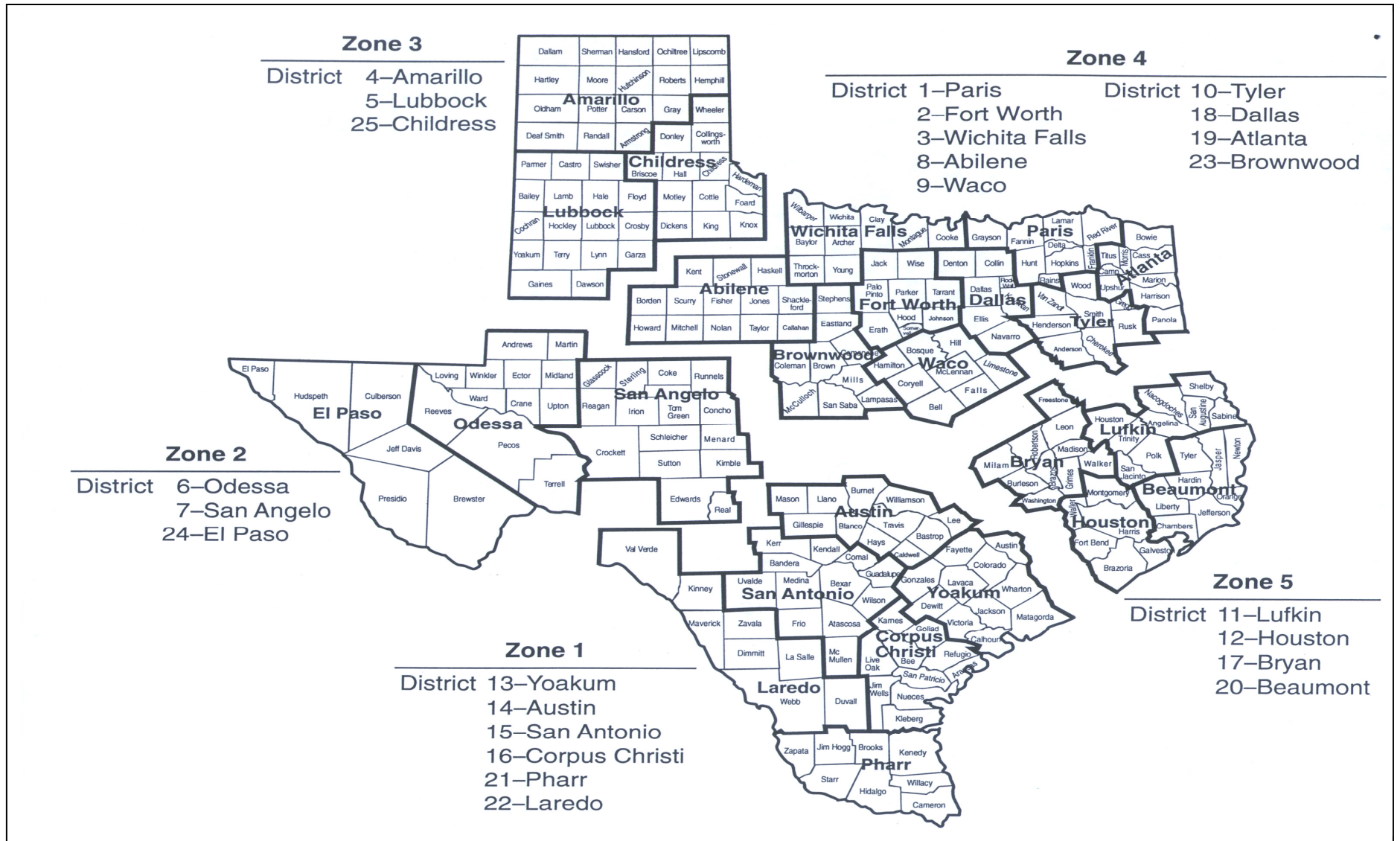
Example: In the example below, three sites are equipped with wireless access and generate \$30,000 per month in subscriptions revenue at a monthly cost of \$18,600 to provide the service. The TxDOT would receive half of the \$11,400 remaining after expenses in revenue sharing for those three sites.

Table 3. Example of revenue sharing from subscriptions for fee-based wireless Internet access (revenue – costs = net income shared with the TxDOT)

	Site			Total
	A	B	C	
Access Revenue	15,000	10,000	5,000	30,000
Expenses				
Broadband	800	800	800	2,400
Equipment	700	700	700	2,100
Installation	700	700	700	2,100
Maintenance	500	500	500	1,500
User support	3,000	2,000	1,000	6,000
Management	1,500	1,500	1,500	4,500
Total Expenses	7,200	6,200	5,200	18,600
Net	7,800	3,800	(200)	11,400

** This exhibit is for demonstration purposes only and should not be viewed as an indicator of projected revenues or expenses.

SCHEDULE 2 - TxDOT REGIONAL MAP



Mark an "X" on which REGIONAL ZONES your company can provide Wireless Internet service for the TxDOT Safety Rest Areas.

- Zone 1
 Zone 2
 Zone 3
 Zone 4
 Zone 5

THIS SHEET SHALL BE RETURNED WITH RFO RESPONSE.
 IF NOT RETURNED, YOUR RFO SUBMISSION SHALL BE DISQUALIFIED.